

### **Statement of Substance of Interview**

**[0001]** The Office graciously talked with Jason Mehigan and Dominic Lindauer on February 25, 2009. Applicant greatly appreciates the Office's willingness to talk. Such willingness is invaluable to both of us in our common goal of an expedited prosecution of this patent application.

**[0002]** During the interview, we discussed how the claims differed from the cited references, namely Matsumoto. Without conceding the propriety of the rejections and in the interest of expediting prosecution, we also proposed several possible clarifying amendments related to scheduling priority of content that is to be placed within the same web page at the same timeslice and specifying a scheduled locale. The Office tentatively agreed the cited documents did not disclose, teach, or suggest these features.

**[0003]** Applicant herein amends the claims in the manner discussed during the interview. Accordingly, Applicant submits that the pending claims are allowable over the cited references of record for at least the reasons discussed during the interview.